

Amendments to the Claims

The following listing of the claims replaces all previous listings and versions of the claims in this application.

5    Listing of the Claims:

1. (currently amended) A method of advertising or promoting, said method comprising:
  - projecting a light pattern comprising one or more illuminated areas onto a visible surface ~~or screen~~, said light pattern defining a message or announcement area, and
  - 10        projecting ~~still and/or motion pictures~~ a picture into said one or more illuminated areas.
2. (currently amended) A method according to claim 1, wherein the visible surface ~~or screen~~ is defined by openings in one or more plates ~~and/or by one or more plates~~ onto which the illuminated areas are projected.
- 15        3. (currently amended) A method according to claim 2, wherein the ~~plate(s)~~ is/are one or more plates are made of a material selected from the group consisting of at least one of plastic, wood, aluminium, steel [[or]] and acrylic material.
- 20        4. (currently amended) A method according to claim 1, wherein a layer of image forming material, ~~such as a translucent material~~, is provided in front of a projector and onto which the light pattern and pictures are projected.
- 25        5. (currently amended) A method according to claim 2, wherein the outlines of the illuminated areas correspond to the outlines of the openings ~~or plates~~ defining the visible surface ~~or screen~~.
- 30        6. (currently amended) A method according to claim 2, wherein said ~~plate(s)~~ is one or more plates are arranged in front of a projector projecting at least one of the light pattern ~~and/or motion~~ and the pictures.
7. (currently amended) A method according to claim 1, wherein the illuminated areas ~~and/or screen~~ define a logo.

8. (currently amended) A method according to claim 1, wherein the projected light pattern is provided by editing a digital image defining said areas to be illuminated in order to provide a mask, the method comprising the following image processing steps of:

5           darkening the part of the image surrounding said areas,  
          cleaning the ~~colours~~ colors from said areas, and  
          drawing up the contours of said areas in the picture with a ~~coloured~~ colored non-black line.

10          9. (currently amended) A method according to claim 8, further comprising the step of editing captured ~~still or motion~~ pictures by use of said mask in order to have said pictures projected within said area(s) areas defined by said non-black line.

15          10. (currently amended) A method according to claim 1, wherein different ~~still or motion~~ pictures are shown in different illuminated areas.

11. (original) A method according to claim 8, wherein the step of editing the image comprising using an alpha key.

20          12. (currently amended) A method according to claim 8, wherein the step of darkening comprises providing the ~~colour~~ color type "black level 0" on the part surrounding said areas.

13. (currently amended) A method according to claim 1, wherein one or more video projectors ~~or computer controlled video projectors~~ project said light pattern and pictures.

25          14. (currently amended) A method according to claim 13, wherein the video projector projects said light pattern and pictures in a format selected from the group consisting of a 4:3 format [[or]] and a 16:9 format.

30          15. (currently amended) A method according to claim 1, wherein the pictures are motion pictures show showing objects selected from the group consisting of at least one of inanimate objects and/or and living beings.

16. (currently amended) A method according to claim 1, wherein the projecting steps are performed with a projector, and wherein the visible surface has a visible side of the visible surface or screen is that is opposite to the projector.

5 17. (original) A method according to claim 8, wherein the image processing is provided by an image-editing program on a computer.

18. (currently amended) A method according to claim 9, wherein the editing of the captured ~~still or motion~~ picture is provided by a video-editing program.

10 19. (currently amended) A method according to claim 3, wherein the acrylic material comprises a frost side onto which the light pattern and ~~motion~~ pictures are projected.

15 20. (currently amended) A method according to claim 4, wherein the layer of image forming material is provided by frosting a side of the ~~screen~~ visible surface.

21. (currently amended) A method according to claim 4, wherein a frost filter film is provided between the visible surface ~~or screen~~ and the projector for at least one of deflecting and/or and transmitting the projected light pattern and pictures.

20 22. (currently amended) A method according to claim 21, wherein said film is provided on the visible surface ~~or screen~~.

25 23. (currently amended) A method according to claim 2, wherein the plate(s) at least one of the plates is translucent.

24. (currently amended) An advertisement or promotion arrangement, said arrangement comprising:

30           means for projecting a light pattern comprising one or more illuminated areas defining a message or announcement area,  
                 a visible surface ~~or screen~~ onto which said light pattern is projected, and  
                 means for projecting ~~still or motion~~ pictures into said one or more illuminated areas.

25. (currently amended) An arrangement according to claim 24, wherein the means for projecting comprises one or more projectors ~~and/or video projectors~~.

5 26. (currently amended) An arrangement according to claim 24, wherein the visible surface ~~or screen~~ is defined by openings in one or more plates ~~and/or by one or more plate(s)~~ arranged in front of a projector projecting at least one of the light pattern and/or motion- and the pictures.

10 27. (currently amended) An arrangement according to claim 26, wherein the ~~plate(s) is one or more plates are made of a material selected from the group consisting of at least one of plastic, wood, aluminium, steel [[or]] and acrylic material~~.

15 28. (currently amended) An arrangement according to claim 26, wherein one or more of the plate(s) is plates are translucent.

29. (currently amended) An arrangement according to claim 24, wherein a layer of image forming material, ~~such as a translucent material~~, is provided in front of the projector and onto which the light pattern and pictures are projected.

20 30. (currently amended) An arrangement according to claim 29, wherein said layer of image forming material is provided on a side of ~~said plate(s) one or more plates~~ for at least one of deflecting and/or and transmitting the projected light pattern and pictures.

25 31. (currently amended) An arrangement according to claim 27, wherein the acrylic material comprises a frost side onto which the light pattern and ~~motion~~ pictures are projected.

32. (currently amended) An arrangement according to claim 24, wherein the illuminated areas ~~and/or screen~~ define a logo.

30 33. (currently amended) An arrangement according to claim 24, further comprising means for editing a digital image defining said areas to be illuminated in order to provide a mask, said editing means being adapted to comprising:  
means for darkening the part of the image surrounding said areas,

means for cleaning the ~~eeours~~ colors from said areas, and  
means for drawing up the contours of said areas in the picture with a ~~eeoured~~ colored non-black line.

- 5 34. (currently amended) An arrangement according to claim 33, further comprising means for editing captured ~~still or motion~~ pictures by use of said mask in order to have said pictures projected within said area(s) areas defined by said non-black line.
- 10 35. (currently amended) An arrangement according to claim 24, wherein different ~~motion~~ pictures are shown in different illuminated areas.
36. (original) An arrangement according to claim 33, wherein the digital image is edited by use of an alpha key.
- 15 37. (currently amended) An arrangement according to claim 33, wherein the ~~eeour~~ color type on the part surrounding the areas is "black level 0" after darkening.
38. (currently amended) An arrangement according to claim 24, wherein one or more video projectors ~~or computer controlled video projectors~~ project said light pattern and pictures.
- 20 39. (currently amended) An arrangement according to claim 38, wherein the video projector projects said light pattern and picture sequences in a format selected from the group consisting of a 4:3 format [[or]] and a 16:9 format.
- 25 40. (currently amended) An arrangement according to claim 24, wherein the ~~still or motion~~ pictures show objects selected from the group consisting of at least one of inanimate objects and/or and living beings.
- 30 41. (currently amended) An arrangement according to claim 24, wherein the outlines of the illuminated areas correspond to the outlines of the openings ~~or plates~~ defining the visible surface ~~or screen~~.

42. (currently amended) An arrangement according to claim 24, wherein the visible surface ~~or the visible side of the screen is that is a side~~ opposite to [[the]] ~~a~~ side onto which the light pattern and the ~~still or motion~~ pictures are projected.

5 43. (currently amended) An arrangement according to claim 24, wherein the visible surface ~~or screen~~ comprises one or more adjacent plates.

44. (original) An arrangement according to claim 33, wherein the means for editing comprises an image editing program on a computer.

10 45. (currently amended) An arrangement according to claim 34, wherein the means for editing said captured ~~still or motion picture~~ pictures comprises a video editing program.

46. (cancelled)

15 47. (new) A method according to claim 1, wherein the picture comprises a still picture.

48. (new) A method according to claim 1, wherein the picture comprises motion pictures.

20 49. (new) A method according to claim 1, wherein the visible surface is defined by one or more plates onto which the illuminated areas are projected.

25 50. (new) A method according to claim 2, wherein the one or more plates are made of a material selected from the group consisting of at least one of plastic, wood, aluminium, steel and acrylic material.

51. (new) A method according to claim 4, wherein the image forming material is translucent.

30 52. (new) A method according to claim 49, wherein the outlines of the illuminated areas correspond to the outlines of the one or more plates defining the visible surface.

53. (new) A method according to claim 49, wherein said one or more plates are arranged in front of a projector projecting at least one of the light pattern and the picture.

54. (new) A method according to claim 50, wherein the acrylic material comprises a frost side onto which the light pattern and pictures are projected.

55. (new) A method according to claim 49, wherein at least one of the plates is translucent.

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56. (new) A method according to claim 1, wherein the visible surface defines a logo.

57. (new) An arrangement according to claim 24, wherein the visible surface is defined by one or more plates arranged in front of a projector projecting at least one of the light pattern  
10 and the pictures.

58. (new) An arrangement according to claim 57, wherein the one or more plates are made of a material selected from the group consisting of at least one of plastic, wood, aluminium, steel and acrylic material.

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59. (new) An arrangement according to claim 57, wherein one or more of the plates are translucent.

60. (new) An arrangement according to claim 29, wherein the image forming material is  
20 translucent.

61. (new) An arrangement according to claim 58, wherein the acrylic material comprises a frost side onto which the light pattern and pictures are projected.

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62. (new) An arrangement according to claim 24, wherein the visible surface defines a logo.

63. (new) An arrangement according to claim 57, wherein the outlines of the illuminated areas correspond to the outlines of the plates defining the visible surface.